Note for Marin, Wendy 2071658795

From: Friedland Fisher, Amy

Date: Wed, Apr 24, 1996 3:07 PM

Subject: RE: Music Research

To: Marin, Wendy

I spoke to shari and I have a few questions for you.
1. Will you have ideas of activities to test (i.e. CD ROM games, dance contests)? Because you can't leave it up to the consumers to think of the ideas. They can react to ones you have and then use them as stimuli to think of other ideas.
2. I s the program a definite? What if these consumers do not find it appealing at all?

The triads will be about one hour long. If you don't expect to receive revised boards and logo's until 6/18 how can we do research that day? I need a final decision on the city be friday. Please get back to me.
Thanks.

end of wk.

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